Lorex offers connected video security camera systems that are ideal for home and business owners, parents, caregivers, and anyone else who needs to watch over the people and property that matter in their lives.

Lorex is a leader in state of the art professional-grade security systems, for both the home and businesses.

Under OPM Pros program management, their affiliate program was growing exponentially fast and as the program grew on a legacy network, so did the fees.

Lorex sought a solution that could help them scale their program more efficiently and give them distinct insights into the nature of the partnerships they were leveraging.

“Impact is one of the best platforms because it is transparent, allows for a lot of personalization and is of the latest cutting-edge technology.”

Diana Lozano
Senior Account Manager, OPM Pros

About Lorex

Lorex offers connected video security camera systems that are ideal for home and business owners, parents, caregivers, and anyone else who needs to watch over the people and property that matter in their lives.
The team decided to enroll in a more economically aligned payment model for their affiliate program — one that would not punish them for growing larger. OPM Pros helped Lorex migrate their program from a legacy network to Impact’s Partnership Cloud (PC), which provided them with a monthly fixed-price affiliate payment model.

OPM Pros also leveraged PC’s Partner Insights reports to drill down into the customer journey and better understand which partners drove upper funnel traffic. This allowed them to align value where it was merited.

Armed with detailed insights, OPM Pros recruited a more diverse set of publishers for Lorex to drive more upper funnel traffic and drive conversions. With Impact, OPM Pros was able to commission publishers according to the true value they brought to the program.

Revenue was up by 108% when comparing 2016 results (from when Lorex was fully on a legacy network) to 2018 data (from when they were completely migrated onto Impact). If the Lorex affiliate program had continued to live on the legacy network in 2018, Lorex would not have been able to reach nearly six-figures in cost savings on network fees.
By working with OPM Pros and Impact’s Partnership Cloud (PC), Lorex was switched to an economically aligned monthly fixed-price affiliate payment model—one that would not punish them for growing larger by aligning value where it was merited.

OPM Pros leveraged PC’s Partner Insights reports to drill down into the customer journey and better understand which partners drove traffic but not sales—and assess their value in a different way.

The Lorex and OPM Pros teams also leveraged many of Impact’s couponing capabilities, such as exclusive coupon codes for better placements and to drive sales, and its blocking function that prevented coupon codes from leaking into other channels.

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About Lorex
With OPM Pros and Partnership Cloud’s Partner Insights, Lorex now deeply understands the customer journey across different partnership types, which has allowed them to grow their program well beyond their base of traditional affiliate partners, resulting in 16% ROI and more than two-thirds (67%) program growth.

Armed with better insights, OPM Pros recruited more premium publishers and content sites for Lorex, such as Vox Media, to drive more upper funnel traffic. With Impact, they are able to more accurately attribute commissions to these new types of partners.

**Outcome**

**Program expands to premium content partnerships**

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**+16%**

Increase in ROI by switching from legacy networks to Impact and OPM Pros

**+67%**

Increase in program revenue after switching from legacy networks to Impact and OPM Pros

“I love Impact! I rate it a 10 out of 10. It’s one of the best platforms because it allows for a lot of personalization, it is very transparent, and the highest quality technology out there.”

Diana Lozano
Senior Account Manager, OPM Pros

Want to get results like Lorex?
Contact sales@impact.com.